



Become a Google Power User: Tips and Techniques



EMORY
GOIZUETA
BUSINESS
SCHOOL

Goizueta
Business
Library

Table of Contents

Mastering Google's Power Search Commands

- [General Tips](#)
- [Key Concepts](#)
- [Synonyms](#)
- [Trigger Words](#)
- [Phrases](#)
- [Connectors – AND](#)
- [Connectors – OR](#)
- [Logic – Combining AND & OR](#)
- [The Basics in Practice](#)

Access our [Advanced Google Features cheat sheet](#).

Targeting the Best Sources

- [Who Owns Information](#)
- [Domains](#)
- [INURL](#)
- [Dates – Tools](#)
- [Data – Filtering with Numbers](#)
- [Google Images](#)

Google Scholar and Library Linking

- [Linking Your Google Scholar Account](#)
- [Google Scholar Advanced Search](#)
- [Citations in Google Scholar](#)



Mastering Google's Power Search Commands



EMORY

GOIZUETA
BUSINESS
SCHOOL

Goizueta
Business
Library

Power Search Commands: General Tips

Word order counts

Position keywords in the order of importance by placing the most critical terms first.

Use fewer words, but the right words

The more precise and targeted your keywords, the better the results.



Power Search Commands: Key Concepts

You will have more success searching if you distill your topic down to key concepts. Then build your keywords around these concepts.

Example topic: “I want to find information on innovations of medical devices in healthcare, specifically related to cancer.”

Key concepts:

- innovation
- medical devices
- healthcare
- cancer



Power Search Commands: Synonyms

Next, brainstorm synonyms for your key concepts to broaden your search and ensure you do not miss relevant information. Keep in mind, authors may use different keywords to describe concepts.

Example topic: “I want to find information on innovations of medical devices in healthcare, specifically related to cancer.”

Key Concepts:

- innovation
- medical devices
- healthcare
- cancer

Possible synonyms for each concept:

- *Innovation* > disruption
- *medical devices* - sometimes a keyword stands on its own without synonyms
- *healthcare* > health, medical, medicine
- *cancer* > oncology



Power Search Commands: Trigger Words

Trigger words provide focus and clarity. Think of them as action words that drive Google to return results that target the kinds of content you are looking for.

Commonly used trigger words include:

- data
- statistics
- surveys
- impact
- trends
- ROI
- strategy
- growth
- challenges
- outlook



Power Search Commands: Trigger Words

Think about paring trigger words that reflect a similar intent:

- data / statistics
- surveys / studies
- trends / outlook / ROI / future / forecast / predications
- strategy / challenges
- growth / decrease / decline
- behaviors / attitudes / motivation
- innovation / disruption / creativity



Power Search Commands: Phrases

Always place phrases in quotation marks (“ ”) so that Google searches for the words together in the exact order you wrote them.

Example phrases:

- “stock options”
- “North Carolina”
- “self-driving” – Treat hyphenated words as a phrase.
- “autonomous vehicles”
- “medical devices”

Conducting a search for *autonomous vehicles* without quotation marks will return many extraneous results. Without quotation marks, results will include:

- The word *autonomous* anywhere
- The word *vehicles* anywhere
- *Autonomous vehicles* as a phrase



Power Search Commands: Connectors - AND

Google looks for all the individual keywords to appear in each returned document or website. It automatically inserts AND between each search term, unless you tell it otherwise.

Since AND is the default, you do not have to include it in your search. But if you choose to, it must be in all capital letters (AND).

Example:

- Healthcare medical devices innovation
 - Google interprets this search as: healthcare AND medical AND devices AND innovation
 - It requires that all 4 search terms be present, in any order
- Healthcare “medical devices” innovation
 - Searching “medical devices” is a more precise search, yielding fewer but more relevant results



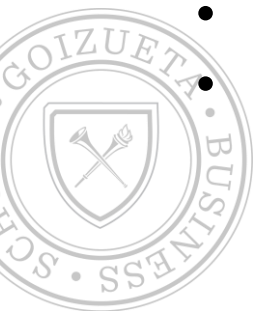
Power Search Commands: Connectors - OR

Google requires at least one of the individual keywords to appear in each returned document or website.

- Use OR to separate synonyms, e.g., similar concepts
- Always type OR in all capital letters
- Remember that the benefit of using synonyms is to find the most relevant results
- Unlike AND, you must separate all synonyms with OR

Examples:

- automobiles OR “motor vehicles” OR cars
- innovation OR creativity OR disruption



Power Search Commands: Logic – Combining AND & OR

Use Boolean connectors to create a clearly expressed logic search string, one that will drive Google to return the best content for your research

Structuring your search:

- (synonym OR synonym) AND (synonym OR synonym)

Examples:

- (cancer OR oncology) AND “medical devices” AND (innovation OR disruption)
- (phone OR “mobile device” OR smartphone) AND usage AND (millennials OR “gen z”)



Power Search Commands: Logic – Combining AND & OR

Now let's break down the logic:

Example: (cancer OR oncology) AND “medical devices” AND (innovation OR disruption)

- (at least one of the keywords) AND the phrase AND (at least one of the keywords) must be present in each document or website
- Looks for content that contains: either keywords *cancer* OR *oncology* AND the phrase “*medical devices*” AND either keyword *innovation* OR *disruption*

Example: (phone OR “mobile device” OR smartphone) AND usage AND (millennials OR “gen z”)

- (at least one of the keywords or phrases) AND (at least one of the keywords OR phrases) must be present in each document or website
- Look for content that contains: either keyword OR phrases *phone* OR “*mobile device*” OR *smartphone* AND the word usage AND either keyword/phrase *millennials* OR “*gen z*”



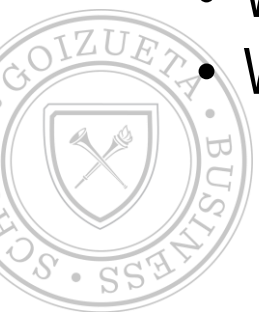
What does this look like in practice? Let's put it together.

Research topic:

- Recent trends toward sustainability in the fashion industry

Here are the factors we need to consider:

- What are the essential key concepts?
- What are the essential keywords or phrases?
- What are the most relevant synonyms for these keywords and phrases?
- Are there trigger words that might help?
- What should our word order be?
- What logic should we use in our search statement?



Recent trends toward sustainability in the fashion industry

Step 1: *Start with key concepts*

- sustainability
- fashion
- industry

Step 3: *Which trigger words will help provide specificity?*

- trends / outlook / future
- impact / benefits
- strategy / challenges

Step 2: *What are the relevant synonyms?*

- **sustainability**
 - “eco-friendly”
 - environmental
 - green
 - recycle
- **fashion**
 - clothing
 - apparel
- **industry**
 - market



Recent trends toward sustainability in the fashion industry

Now, group synonyms for each concept together with OR:

Concept 1: sustainability OR “eco-friendly” OR environmental OR green OR recycle

Concept 2: fashion OR clothing OR apparel

Concept 3: industry OR market

Next, group the trigger words:

trends OR impact OR outlook OR strategy



Recent trends toward sustainability in the fashion industry

Put everything together to create a targeted and strong Google search statement.

(sustainability OR “eco-friendly” OR environmental OR green OR recycle) AND (fashion OR clothing OR apparel) AND (industry OR market) AND (trends OR impact OR outlook OR strategy)



Targeting the Most Credible Sources



EMORY

GOIZUETA
BUSINESS
SCHOOL

Goizueta
Business
Library

Power Search Commands: Who Owns Information

Use advanced search functions to drive Google to return content from credible, authoritative sources.

Consider:

- Who collects the information?
- Where does that information live?
- Who writes about your topic?



Power Search Commands: Who Owns Information – Domains

Think about the different type of “sources” that gather and publish information and data. Sources can be a type organization, a publication, an individual.

Target specific domains, e.g., government, education, non-profits, NGOs, countries, or even a specific website.

- site:edu
- site:org (typically used for non-profits)
- site:gov
- site:emory.edu

Place the *site:* command at the very end of the search statement.

- enrollment AND college AND site:emory.edu
- enrollment AND college AND (data OR statistics) site:gov



Power Search Commands: Who Owns Information – INURL

Target a specific source's content. Think of this function as a shortcut when you do not know the complete URL.

Examples:

- inurl:census
- inurl:deloitte
- inurl:nytimes
- inurl:youtube
- Inurl:worldbank

Place the *inurl:* command at the very end of the search statement.

Examples:

- streaming AND (netflix OR amazon OR hulu) AND (trends OR outlook) AND inurl:mckinsey
- travel AND (industry OR market) AND (strategy OR challenges OR risks) AND inurl:(nytimes OR fortune OR forbes)

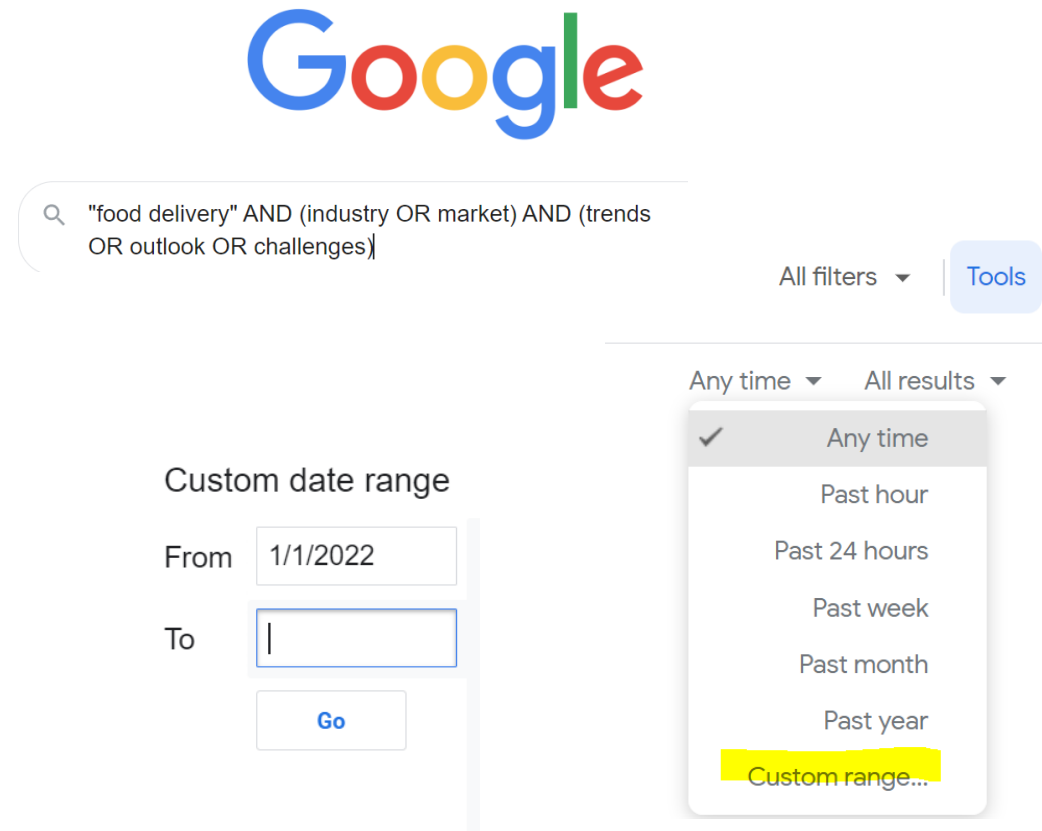


Power Search Commands: Publication Date Filter - Tools

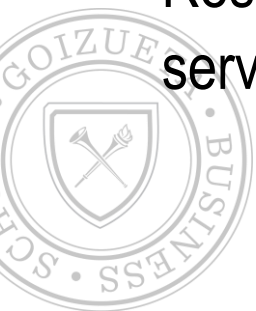
Use the *Tools* function to limit the publication date of returned content to a specific date or date range (e.g., Past Week, Past Month, Past Year, between 2021-2024, etc.). The default is Any Time (i.e., all publication dates).

Example:

Research shifts in the food delivery services industry since 2022.



The screenshot shows a Google search interface. The search bar contains the query: "food delivery" AND (industry OR market) AND (trends OR outlook OR challenges). Below the search bar, there are two dropdown menus: "All filters" and "Tools". The "Tools" dropdown is open, showing a list of time filters: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The "Custom range..." option is highlighted in yellow. To the left of the "Tools" dropdown, there is a "Custom date range" section with two input fields: "From" (containing "1/1/2022") and "To" (empty). Below these fields is a "Go" button.



Power Search Commands: Data Years Filter

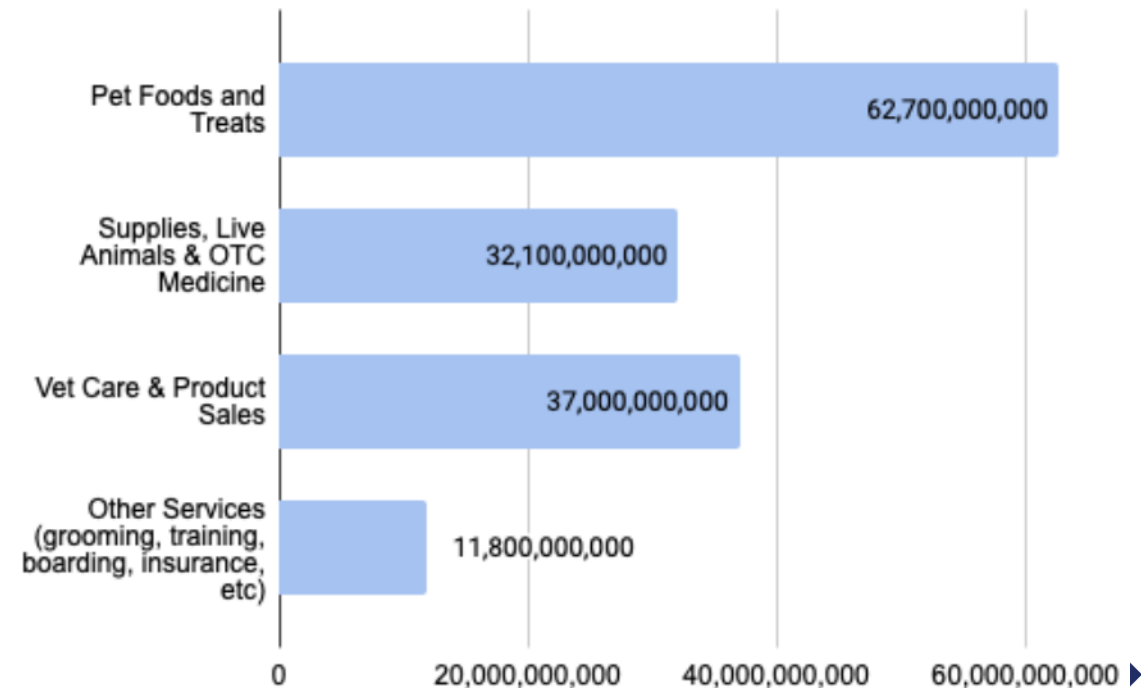
Search for a range of numbers by adding two dots between two numbers. Useful for locating historical, current, or forecasted data for specific year(s) imbedded within documents and website content.

Examples:

- 2022..2028 – looks for data for the years between 2022 and 2028.
 - Pets AND consumer AND spending AND (sales OR revenues) AND 2021..2023

Note: Always add extra years to your date ranges to make sure you don't miss relevant data and place the years at the end of the search statement.

Pet Spending Projection 2023 (USA)



Power Search Commands: Google Images

Use Google Images to locate data visualizations.

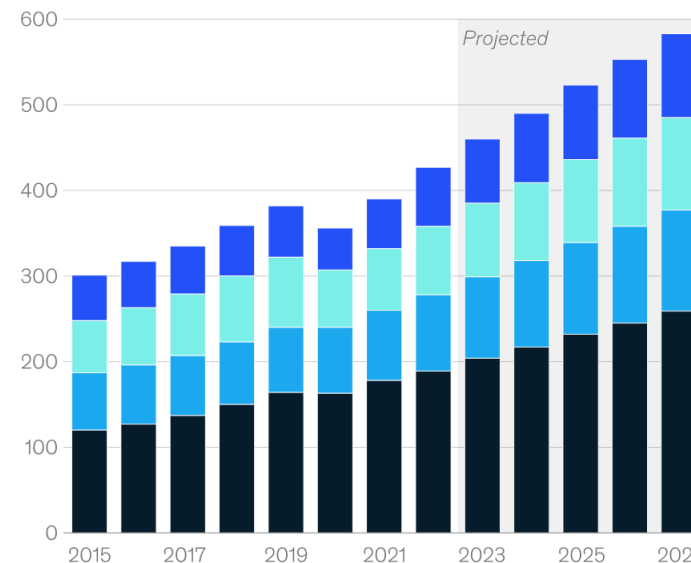
- Locate rankings for companies, industries, brands, etc.
- Locate data you might expect to find in a market research report, such as market size, market share, CAGAR, and market segmentation.
- Locate data about consumer purchasing behaviors, preferences, or spending.

After running the search in Google, click on *Images*.

Beauty AND (industry OR market) AND consumer AND purchasing AND (data OR statistics)

The four main beauty categories are projected to grow in the next few years.

Global beauty market retail sales, by category, \$ billion



	Year-over-year growth, %		
	2015–19	2019–22	2022–27 projected
Total	6	4	6
Fragrance	3	5	7
Makeup	8	-1	6
Hair care	3	6	6
Skin care	8	5	6

Source: Euromonitor; McKinsey analysis; McKinsey Global Institute analysis

Google Scholar: Linking to Emory Libraries for Efficient Article Access



EMORY
GOIZUETA
BUSINESS
SCHOOL

Goizueta
Business
Library

Google Scholar and Library Linking

You can connect Emory Libraries' content to your Google Scholar account.

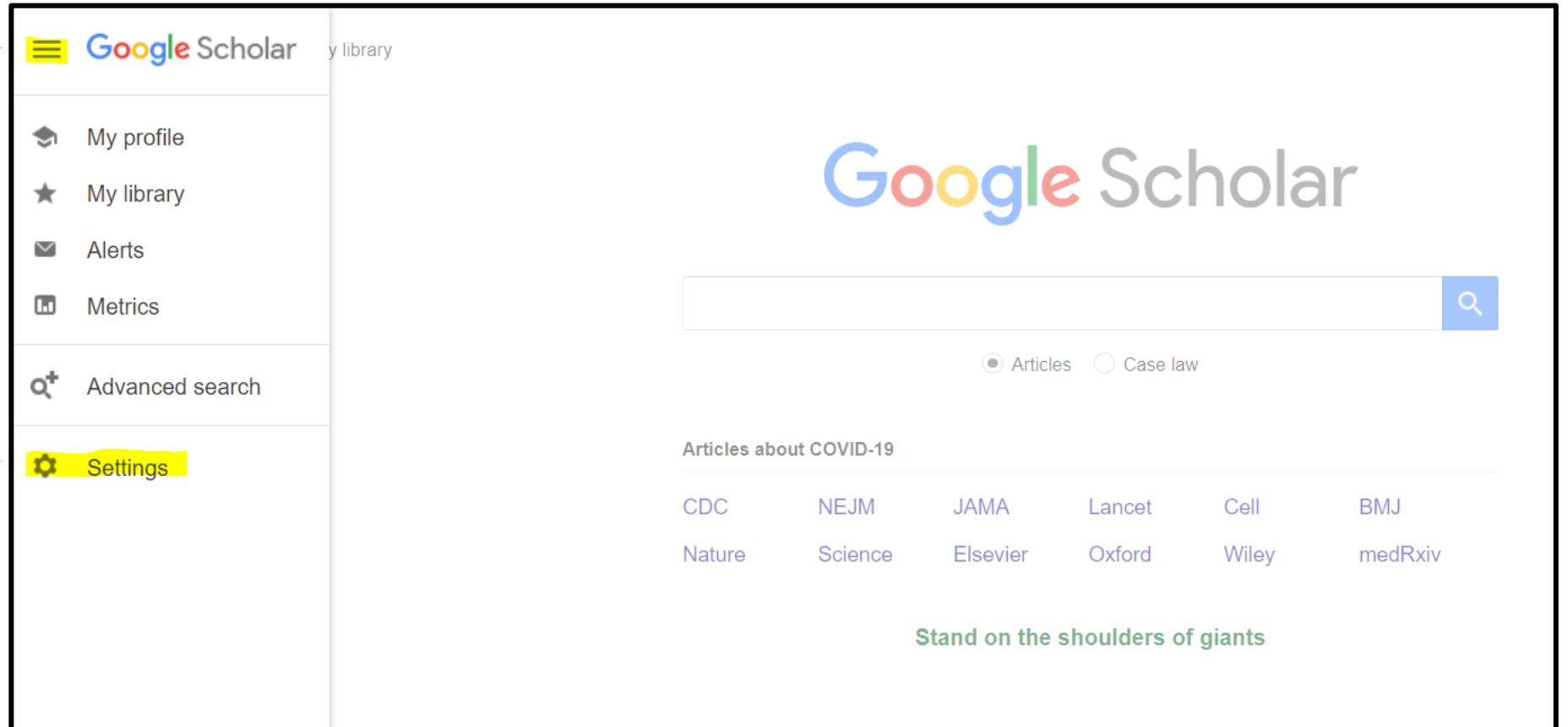
While this feature does not search all of Emory's electronic resources (and therefore is not a substitute for database searching), it can be an excellent springboard into further research by helping you identify some journal articles on your topic.



Linking Your Google Scholar Account

First, go to Google Scholar and select the three lines in the upper left-hand corner.

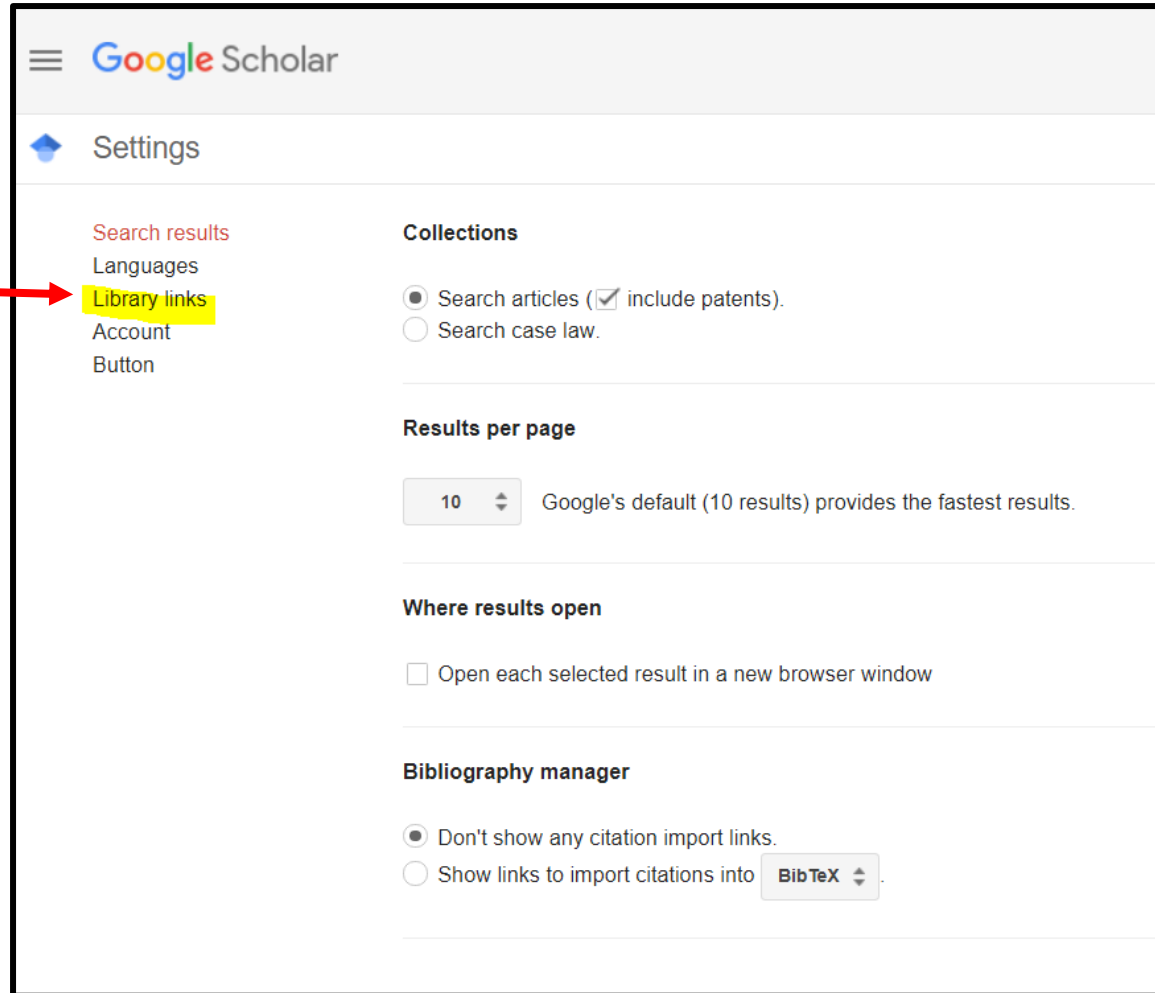
Then, select the Settings option.



The screenshot shows the Google Scholar homepage. On the left, a navigation menu is open, listing options: My profile, My library, Alerts, Metrics, Advanced search, and Settings. The 'Settings' option is highlighted with a yellow background. A red arrow points from the text 'select the three lines in the upper left-hand corner' to the menu icon (three horizontal lines) at the top left of the page. Another red arrow points from the text 'select the Settings option' to the 'Settings' option in the menu. The main content area displays the Google Scholar logo, a search bar, and radio buttons for 'Articles' (selected) and 'Case law'. Below this, there is a section titled 'Articles about COVID-19' with a grid of journal logos including CDC, NEJM, JAMA, Lancet, Cell, BMJ, Nature, Science, Elsevier, Oxford, Wiley, and medRxiv. At the bottom of the page, the motto 'Stand on the shoulders of giants' is displayed.



Next, select Library links.



Linking Your Google Scholar Account, cont.



The screenshot shows the Google Scholar Settings page. On the left, a navigation menu includes 'Search results', 'Languages', 'Library links', 'Account', and 'Button'. The 'Library links' section is active, displaying the heading 'Show library access links for (choose up to five libraries):'. Below this is a search input field containing 'emory university' and a magnifying glass icon. A red arrow points from the text 'Type Emory University into the search bar and hit enter.' to this input field. Below the search field, there is a list of library options with checkboxes: 'Open WorldCat - Library Search' (checked) and 'Find it @ Emory - Find it @ Emory' (checked). A red arrow points from the text 'Select the check box next to Find it @ Emory and then hit Save.' to the checked box for 'Find it @ Emory'. At the bottom right of the settings area are 'Save' and 'Cancel' buttons. A note at the bottom states: 'To retain settings, you must turn on cookies'.

Type *Emory University* into the search bar and hit enter.

Select the check box next to *Find it @ Emory* and then hit Save.

Now you are ready to search!



You can tell that library linking has worked when you conduct a search and *Find it @ Emory* shows up to the right of some results. This lets you know that Emory provides access to that particular resource.

Note: the linking feature does not search 100% of Emory's holdings and is not intended to be a substitute for a database search.

Google Scholar search results for "retail industry digital (transformation OR disruption) (future OR forecast)".

Articles About 124,000 results (0.07 sec)

Any time
Since 2020
Since 2019
Since 2016
Custom range...

Sort by relevance
Sort by date

include patents
 include citations

Create alert

The next digital transformation: from an individual-centered to an everyone-to-everyone economy
S Berman, A Marshall - Strategy & Leadership, 2014 - emerald.com
... good." the retail industry that provides travel-relevant goods, and the logistics industry that provides ... include variables collected not just across the travel domain, but also across retail, social media ... Awareness: what is the depth of market insight and is it reflected in the consumer ...
☆ 83 Cited by 83 Related articles All 4 versions

The Digital Transformation at Organizations—The Case of Retail Sector
MJ Ferreira, F Moreira, CS Pereira, N Durão - World Conference on ..., 2020 - Springer
... a https://www.macrotrends.net/stocks/charts/FTCH/farfetch/market-cap; b https://www ... A., Mitronen, L.: Digitalization in retailing: multi-sided platforms as drivers of industry transformation ... C., Wood, S., Floh, A.: Adaptive resilience and the competition between retail and service ...
☆ 2 Cited by 2 Related articles

E-books: A tale of digital disruption
RJ Gilbert - Journal of Economic Perspectives, 2015 - aeaweb.org
... Agency pricing or resale price maintenance allows the upstream firms to determine retail prices ... able to set profit-maximizing prices if they have better information about market demand ... economic evaluation between wholesale and agency pricing for the e-book industry was the ...
☆ 100 Cited by 100 Related articles All 16 versions

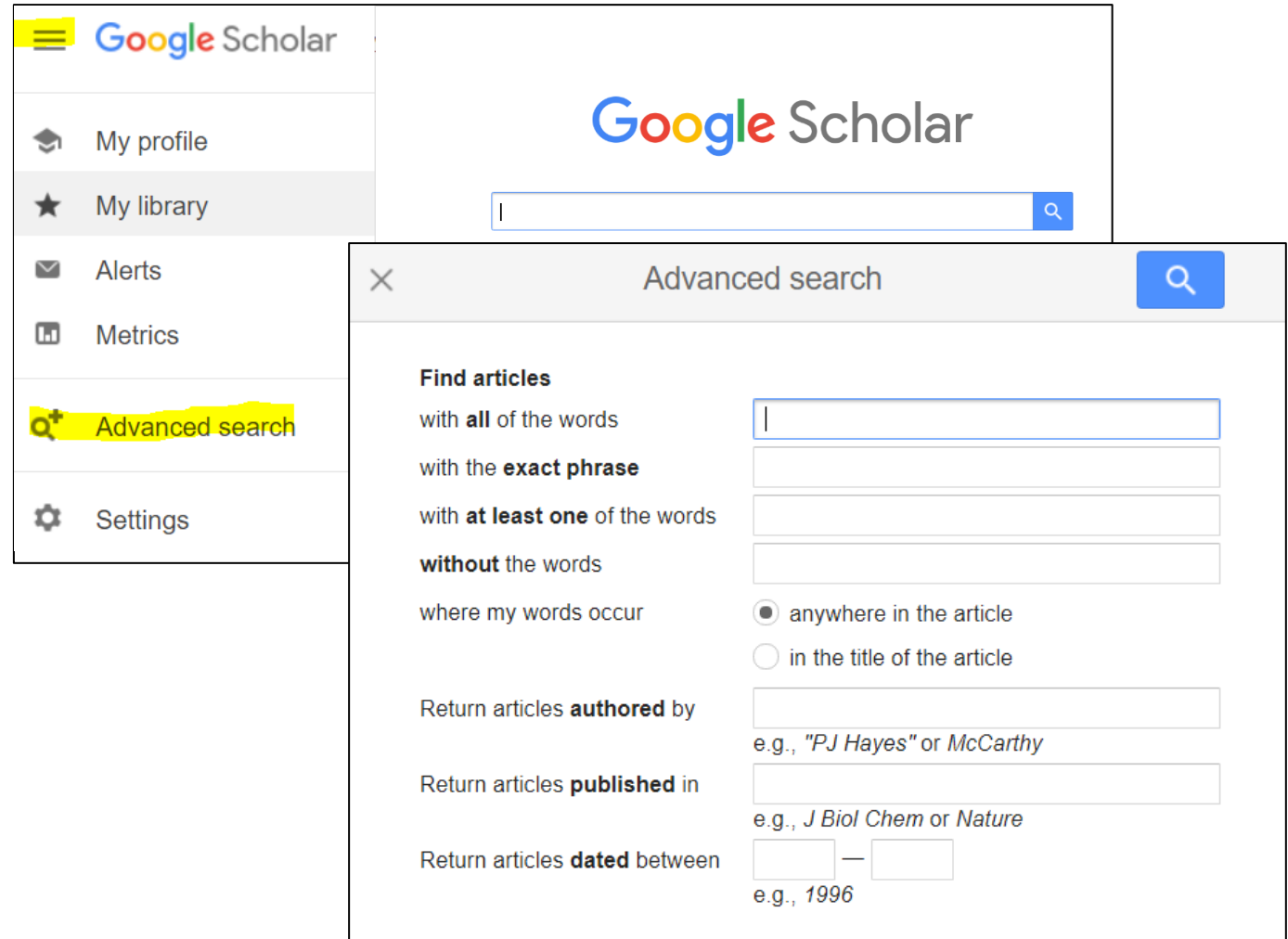
Find it @ Emory

[PDF] aeaweb.org Find it @ Emory



Advanced Search in Google Scholar

You can use the advanced search feature in Google Scholar to locate articles from a specific author, journal title, and within specific publication years.



The image shows the Google Scholar interface. On the left is a navigation menu with the following items: My profile, My library, Alerts, Metrics, **Advanced search** (highlighted in yellow), and Settings. The main area displays the Google Scholar logo and a search bar. An 'Advanced search' dialog box is open, featuring a search icon in the top right corner. The dialog contains the following sections:

- Find articles**
 - with **all** of the words: [input field]
 - with the **exact phrase**: [input field]
 - with **at least one** of the words: [input field]
 - without** the words: [input field]
 - where my words occur
 - anywhere in the article
 - in the title of the article
- Return articles **authored by**: [input field]
e.g., "PJ Hayes" or McCarthy
- Return articles **published in**: [input field]
e.g., J Biol Chem or Nature
- Return articles **dated between**: [input field] — [input field]
e.g., 1996

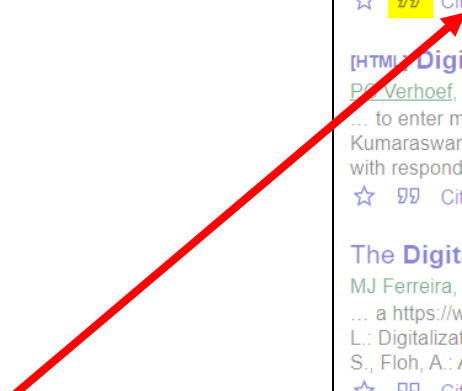


Citations in Google Scholar

Use Google Scholar to think like your faculty. Consider:

- Who is writing about my topic?
- How has the research/thinking around this topic changed over time?

Find out who has cited specific articles (see *Cited by* link under each article) and use the citing tool to make sure you are giving proper credit.



retail industry digital (transformation OR disruption) (future OR forecast)

About 127,000 results (0.07 sec)

[The next digital transformation: from an individual-centered to an everyone-to-everyone economy](#) Find it @ Emory

S Berman, A Marshall - Strategy & Leadership
... good," the **retail industry** that provides travel-relevant goods, and the logistics **industry** that provides ... include variables collected not just across the travel domain, but also across **retail**, social media ... Awareness: what is the depth of **market** insight and is it reflected in the consumer ...
☆ **Cited by 84** Related articles All 4 versions

Cite

MLA	Berman, Saul, and Anthony Marshall. "The next digital transformation: from an individual-centered to an everyone-to-everyone economy." <i>Strategy & Leadership</i> (2014).
APA	Berman, S., & Marshall, A. (2014). The next digital transformation: from an individual-centered to an everyone-to-everyone economy. <i>Strategy & Leadership</i> .
Chicago	Berman, Saul, and Anthony Marshall. "The next digital transformation: from an individual-centered to an everyone-to-everyone economy." <i>Strategy & Leadership</i> (2014).
Harvard	Berman, S. and Marshall, A., 2014. The next digital transformation: from an individual-centered to an everyone-to-everyone economy. <i>Strategy & Leadership</i> .
Vancouver	Berman S, Marshall A. The next digital transformation: from an individual-centered to an everyone-to-everyone economy.

[The next digital transformation: from an individual-centered to an everyone-to-everyone economy](#) Find it @ Emory

S Berman, A Marshall - Strategy & Leadership, 2014 - emerald.com

... good," the **retail industry** that provides travel-relevant goods, and the logistics **industry** that provides ... include variables collected not just across the travel domain, but also across **retail**, social media ... Awareness: what is the depth of **market** insight and is it reflected in the consumer ...
☆ **Cited by 84** Related articles All 4 versions





Questions?

GBSaskalibrarian@emory.edu



EMORY
GOIZUETA
BUSINESS
SCHOOL

Goizueta
Business
Library